

Red Bull Buy & Redeem Game Code Campaign

1. Organizer, Campaign Period & Eligibility

- 1.1 The **"Red Bull Buy & Redeem Game Code"** campaign (**"Campaign"**) is organized by Yee Lee Marketing Sdn Bhd (0384133A /199601011784) (**"Organizer"**). The Campaign will run from **00:00:00, 15 October 2025** to **23:59:59, 15 December 2025** (both dates inclusive) (**"Campaign Period"**). All Entries received outside the Campaign Period will be automatically disqualified
- 1.2 The Campaign is open to all legal residents of Malaysia above 18 years of age (as of 15 October 2025) (**"Participant"**), except the employees and immediate families of the Organizer, including its affiliated and/or related companies, distributors, communications, PR, digital and Contest agencies.
- 1.3 The Organizer shall reserve the right to request evidence of identification documents, if required.

2. Participating Products

- 2.1 Only purchases of Red Bull Sparkling Energy 250ml (in single unit, cluster – pack of 6 units and/or carton units) from participating retailers are eligible.
- 2.2 Participating products:
 - Red Bull Energy Sparkling 250ml – Pomelo,
 - Red Bull Energy Sparkling 250ml – Apple & Muscat Grape

3. About the Game Platform (Free Fire)

Free Fire is an immersive battle royale game created specifically with mobile gamers in mind. Developed and published globally by Garena, Free Fire is the most downloaded mobile game in its genre for six consecutive years, according to Sensor Tower App Performance Insights. The title was also the world's most downloaded mobile game in 2019, 2021 and again in 2023 and 2024.

This Campaign is conducted in collaboration with Garena Free Fire (**"Free Fire"**), a mobile battle royale game platform. Free Fire serves as the redemption platform for the in-game rewards provided under this Campaign. Participants must have a valid Free Fire account to redeem rewards.

This campaign features exclusive Free Fire in-game items themed in collaboration with Red Bull.

- 3.1 Participating Method:
 - Purchase minimum ONE (1) can of participating Red Bull product (Red Bull Energy Sparkling 250ml) in a single receipt from any outlets (**"Outlets"**) during the

Campaign Period.

- Submit the receipt via the campaign microsite <https://redbullxfreefire.myideascontest.com/> by uploading a clear, legible photo of the full receipt. Ensure the receipt ("**Receipt Details**") clearly shows:
 - Date of purchase
 - Product details
 - Total purchase amount
 - Retailer name & outlet details
- An autoreply acknowledgement message with a copy of the campaign submission will be sent by the Organizer to the participant's email.
- The Organizer will process all Entries received. Unclear and illegible images and incomplete entries will be disqualified without further notification to the participants for such disqualified Entries.
- Receipts that do not meet the requirements stated herein shall be disqualified by the Organizer. Participants may submit as many receipts as they wish but each receipt is ONLY eligible for ONE (1) entry. The Organizer shall reserve the right to disqualify any reprinted receipts and/or duplicate receipt without further notification to the Participants.
- The Organizer shall reserve the right to request evidence of the original hardcopy receipt for verification and prize redemption. Failure to produce the original hardcopy receipt upon request will result in disqualification and prize forfeiture.
- Upon validation, participants will receive the in-game item redemption code via WhatsApp within 10 working days.
 - Participants will be guided via the WhatsApp message for further instructions via the Free Fire x Red Bull in-game redemption site at: <https://redbulltcp.freefiremobile.com/>
 - Follow the instructions from the redemption site, key in the Redemption Code to redeem for your in-game rewards.

4. Code Rewards & Tiering

Redemption Tier	Purchase Type	In-Game Items Earned
Standard Tier	Any outlet in Malaysia (excluding Bonus Tier and FamilyMart Standard Tier)	1x in-game item per can of Red Bull Energy Sparkling 250ml
Bonus Tier	7-Eleven, Bila-Bila Mart, KK Mart, Emart Supermarket (Sabah & Sarawak only), Emart Express, Gocelii	2x in-game items per can of Red Bull Energy Sparkling 250ml

FamilyMart Standard Tier (15 Oct – 04 Nov 2025)	FamilyMart purchases during this period	1x in-game item per can of Red Bull Energy Sparkling 250ml
FamilyMart Premium Tier (05 Nov – 15 Dec 2025)	FamilyMart purchases during this period	4x in-game items per can of Red Bull Energy Sparkling 250ml

Example scenarios (with purchases of Red Bull Energy Sparkling 250ml):

- **Standard Tier**
 - If you purchase two (2) cans of Red Bull Energy Sparkling 250ml in a single receipt from any retail outlet excluding Bonus Tier outlets and FamilyMart, the Organizer shall allocate two (2) redemption codes. Each code redeemed will yield one (1) in-game item, subject to duplicate conversion rules.
- **Bonus Tier**
 - If you purchase two (2) cans of Red Bull Energy Sparkling 250ml in a single receipt from a Bonus Tier outlet (e.g., 7-Eleven), the Organizer shall allocate four (4) redemption codes. If all four (4) unique Red Bull in-game items have already been redeemed by the account, any subsequent redeemed codes will be converted into FF Tokens instead.
- **FamilyMart Standard Tier (15 Oct – 04 Nov 2025)**
 - If you purchase six (6) cans of Red Bull Energy Sparkling 250ml in a single receipt from FamilyMart during this period, the Organizer shall allocate six (6) redemption codes, each redeemable for one (1) in-game item, subject to duplicate conversion rules.
- **FamilyMart Premium Tier (05 Nov – 15 Dec 2025)**
 - If you purchase six (6) cans of Red Bull Energy Sparkling 250ml in a single receipt from FamilyMart during this period, the Organizer shall allocate twenty-four (24) redemption codes. Once the four (4) unique Red Bull items are unlocked, any additional redeemed codes will be automatically converted into FF Tokens.

5. In-Game Rewards

5.1 Each valid code entitles the Participant to redeem ONE (1) in-game* reward item (while stocks last) on the Free Fire redemption website.

There are four (4) different Red Bull-branded in-game reward items available:

- Red Bull Energy GlooWall
- Red Bull Energy Backpack
- Red Bull Energy Hoodie
- Red Bull Energy Parachute

***Note:**

- The in-game rewards shall be assigned on a **randomized basis** at the sole discretion of the Organizer. Participants acknowledge and agree that the Organizer **does not**

warrant or guarantee the allocation of any reward, including but not limited to its type, nature, or value.

- Participants further acknowledge that the in-game rewards may carry differing values in United States Dollars (USD), and such variance shall not constitute grounds for dispute, substitution, or exchange.
- All reward allocations are **final, non-transferable, and not subject to appeal, replacement, or cash redemption.**
- There will be a total of 250,000 in-game item redemption codes up for grabs. Codes will be given during the redemption period while stocks last.
- Each unique in-game item can only be redeemed once per Free Fire account.
- Any additional redemption attempts beyond the four (4) unique in-game items will not unlock new Red Bull items; instead, duplicate redemptions will be automatically converted into Free Fire Tokens ("FF Tokens").
- Redemption is randomized. Participants will only discover whether they have received a duplicate item upon code redemption on the Free Fire website, at which point Garena will verify the Participant's Free Fire account. Each code is a Unique Code and can be utilized ONE (1) time.

Free Fire Tokens (FF Tokens)

- FF Tokens are an in-game currency within Free Fire. They cannot be exchanged, refunded, or converted into cash, credit, or monetary value.
- FF Tokens may only be used within the Free Fire Token Exchange Store to redeem specific in-game items made available by Garena.
- Conversion Rate for Duplicate Items:
 - Red Bull Energy Gloowall → 50 FF Tokens
 - Red Bull Energy Backpack → 50 FF Tokens
 - Red Bull Energy Hoodie → 90 FF Tokens
 - Red Bull Energy Parachute → 90 FF Tokens
- All in-game item allocations and FF Token conversions are determined by Garena's system at the point of redemption and are final, binding, and not subject to appeal, exchange, or substitution. The Organizer and Garena disclaim any liability arising from duplicate allocations or the value of items received.

6. General Conditions

- 6.1 Codes are single-use, non-transferable, and have no cash value.
- 6.2 All redemptions must be submitted by 15 December 2025. Codes issued are valid until 15 January 2026. All unclaimed codes will be forfeited. The Organizer will not be held liable in the event of non-receipt or delayed delivery of the notification to the participants.
- 6.3 Each receipt is valid for one-time use only. Duplicate submissions using the same receipt will be disqualified.
- 6.4 Each participant can redeem multiple entries, but each with a unique receipt.
- 6.5 The Organizer reserves the right to substitute in-game rewards with items of equal value without prior notice.
- 6.6 All rewards are provided "as is" with no warranty.

- 6.7 The Organizer and the companies involved in the Campaign shall not be held liable in any way for delays, non-deliveries and/or interruptions of any web, WhatsApp or online messages sent or received.
- 6.8 The Organizer is not responsible or liable for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction, unauthorized access to, or alteration of, user or member communications, or any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of e-mail on account of technical problems or traffic congestion on the internet and/or websites
- 6.9 By participating in this Campaign, Participants agree to be bound by the official terms and conditions and decisions of the Organizer.
- 6.10 In the event of any inconsistencies in the terms and conditions, the web / online version shall prevail.

7. Organizer's Rights

- 7.1 The Organizer and appointed Agency will verify all submissions. The Organizer's decision is final. Any correspondence pertaining to the decision made by the Organizer will not be entertained.
- 7.2 The Organizer reserves the right to amend, delete or add to these Contest Terms and Conditions without any prior notice at any time and the Participants shall be bound by such changes.
- 7.3 The Organizer is not liable for any delays, losses, or issues during code redemption due to inaccurate information submitted.

8. Governing Law and Jurisdiction

- 8.1 These Terms and Conditions shall be governed by and construed in accordance with the laws of Malaysia. In the event of any dispute or matter arising in relation to the Contest and/or these Terms and Conditions, such dispute shall be subject to the exclusive jurisdiction of the courts of Malaysia.

9. Personal Data Protection Act 2010

Notice under Section 7 of the Personal Data Protection Act 2010 ("PDPA") to consumers of Yee Lee Marketing Sdn Bhd (0384133A / 199601011784).

Dear Consumers,

Under the PDPA, there are various requirements that regulate the processing of your personal data as an individual ("Individual"). It informs the Individual of your rights under the PDPA, including actions Individuals may take to exercise such rights and its consequences, and in particular: -

- a. That we ("Organizer") collect Individual's personal data directly from the form entry.

- b. Individual's personal data is collected for the redemption campaign ("Redemption Campaign / Redemption");
- c. Individual has the right to access and correct their personal data once given;
- d. Individual's personal data is disclosed to an elected Agency for processing;
- e. The personal data requested from Individual will only be used for the Campaign;
- f. The personal data given is obligatory and all incomplete entries will render the participation void;
- g. Individual personal data will be validated upon confirming the winners and if there are changes to the personal data, the Individual is required to update the Organizer; and
- h. If Individual wishes to make enquiries or give feedback, please contact +603 7886 5886 on Mondays to Fridays, from 9.00am to 5.00pm (weekdays, except for state / public holidays)

Perlindungan Data Peribadi 2010

Notis Di Bawah Seksyen 7 Akta Perlindungan Data Peribadi 2010 ("PDPA") kepada pengguna Yee Lee Marketing Sdn Bhd (0384133A / 199601011784).

Pengguna yang dihormati,

Di bawah PDPA, terdapat beberapa syarat yang mengawal pemprosesan data peribadi anda sebagai individu ("Individu"). Ia memaklumkan Individu tentang hak-hak anda di bawah PDPA, termasuk tindakan yang boleh diambil oleh Individu untuk melaksanakan hak-hak tersebut dan akibatnya, dan secara khususnya:-

- a. Bahawa kami ("Penganjur") mengumpul data peribadi anda daripada penyertaan Kempen Penebusan ini;
- b. Data peribadi Individu dikumpul untuk program penebusan ("Kempen Penebusan / Program Penebusan");
- c. Individu mempunyai hak untuk mengakses dan membetulkan data peribadi anda;
- d. Data peribadi Individu akan dikongsi dengan Agensi yang dilantik untuk tujuan pemprosesan;
- e. Data peribadi Individu akan diguna untuk tujuan Kempen Penebusan ini sahaja;
- f. Data peribadi yang diminta adalah wajib, dan jika maklumat yang diberikan tidak lengkap, penyertaan Individu tidak akan diterima;
- g. Sekiranya Individu telah disahkan sebagai Pemenang, sebarang perubahan kepada data peribadi individu harus dimaklumkan kepada Penganjur; dan
- h. Sekiranya Individu mempunyai pertanyaan atau ingin memberi maklum balas, anda boleh berhubung dengan kami melalui talian +603 7886 5886 dari Isnin hingga Jumaat, dari pukul 9.00 pagi sehingga pukul 5.00 petang (hari kerja, kecuali cuti negeri atau cuti umum).